



Advertising NEWSLETTER

Committee on Advertising

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IS YOUR BRAND ALIVEY -- IN THE HALLS OF IVY?

Joe and Josephine College may knock down straight A's in class, but they're strictly non Phi Beta Kappas at identifying nationally advertised products.

A recent survey, made by Gilbert's Youth Research Organization, revealed that brand familiarity among college students was lower, in many lines, than in 1947.

Survey Results as Reported in "Advertising Age"

"Based on the 1947 survey figures, ice cream took the biggest drop in brand recognition, melting 8%. Men's suits fell off 7%, ladies' hose slipped 5%, shoes wore down 4% and razor blades were cut 3%."

It is significant that such heavily advertised products as autos, dentifrices, soaps and soft drinks, scored as high in 1951 as in the 1947 study. The survey proves that student loyalty can be earned and retained by strong and continuing promotion. The question, for manufacturers and retailers, is how to reach the student market?

College Papers Good Medium

One effective and inexpensive method of converting student tryers into regular buyers, is to make use of the medium that really influences Joe and Josephine -- their college newspaper.

There are dozens of schools claiming to have "the best football team" or "the finest marching band in the country." And, pride in the school paper is no less intense. It's purely an emotional reaction, of course. But this fierce loyalty can be cultivated to the advantage of those firms doing a consistent advertising job in college newspapers.

How 'bout some facts and figgers?

1. College students spend 37% more at retail than the average American. A student spends approximately \$593.94 a year, and 2/3 of this, or \$395.96 is spent while at school.
2. College papers (that run national advertising) reach a combined registration of 1,637,115 students, many

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College Public Interest?

of whom are buying necessities and luxuries for the first time without help. So, the advertiser who gets the fastest, gets the mostest.

How Effective? How Inexpensive?

The average collegiate paper gets exceptional readership, with 91% of the student body reading it regularly; 71%, reading every issue.

Approximately 725 college newspapers can and do run national advertising. They have a total circulation of 1,800,263, and a total rate of \$575 per inch. A ten-inch ad, reading 1,131,002 readers, would cost \$1,505.60.

Publications can be bought singly, or in any combination desired. They can be selected by geographical location, type or size. And, the advertising appropriation can be directed to co-ed schools, or to those with exclusively male or female enrollment.

In short, tremendous flexibility is possible, so that schedules can be set up to fit any advertiser, distribution, or budget requirement.

ADVERTISING RECOGNITION WEAK?

One of the important jobs constantly facing advertising people is that of advertising advertising -- of clearing up the numerous misconceptions about it -- of selling the American public on its necessity and value in our economy.

There is a growing trend, in many parts of the country, to hold Advertising Recognition Weeks as a means of explaining advertising's function. We think this is a step in the right direction -- but only a step. It seems to us that the job is so enormous, and so important, that it requires constant, year-round effort to have any lasting effect.

Advertising Federation Campaign

One association that has undertaken a really comprehensive program is the Advertising Federation of America. For the sixth consecutive year, the A.F.A. is sponsoring a Campaign for Public Understanding of Advertising. Theme of this year's program is "Advertising Gives You More Value for Your Money." A.F.A. copy stresses how advertising announces new products, helps lower prices through mass production, and serves as a shopping guide.

Again this year, the nation's magazines, newspapers, radio, outdoor and transportation industries are contributing space and time to help tell advertising's story. Interested newspapers may still obtain mats of the campaign ads from A.F.A.'s office at 330 W. 42nd Street, New York 18. A set of twelve two-column ads are available at the cost price of \$2.50.